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Mobile Internet (China) Holdings Limited
移動互聯(中國)控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1439)

PROFIT WARNING

This announcement is made by Mobile Internet (China) Holdings Limited 移動互聯(中國)控股有限公司 (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Future Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that, based on the Company’s initial assessment of the latest unaudited consolidated management accounts of the Group and the information currently available to the Company, the Group expects to record a significant increase in the loss attributable to owners of the Company for the year ended 31 December 2018 (the “**Reporting Period**”), as compared to that for the year ended 31 December 2017. The estimated loss for the Reporting Period has yet to include the potential impairment loss to be accrued for impairment of goodwill.

Subject to adjustments for the impairment of goodwill, the substantial increase in the net loss is mainly attributable to, among other factors, the aggregate effect of the followings:

- (i) the decrease in revenue and gross profit margin from our packaging business due to the intense market competition and soaring raw material costs; and
- (ii) the sudden halt in the approval for publishing new online games from March 2018 to the end of 2018 by the State Administration of Press, Publication, Radio Film and Television of the PRC has restricted our release of new games from March 2018 to the end of 2018. Without the release of new games, the revenue and profit from our gaming business has been negatively affected;

As the Company is still in the process of finalising the audited consolidated results of the Group for the year months ended 31 December 2018, the information contained in this announcement is only based on the Board's preliminary assessment of the Group's unaudited consolidated management accounts which have not been audited or reviewed by the Company's auditors and the audit committee of the Company, and may be subject to adjustments. Actual audited financial results of the Group to be published may be different from what is contained in this announcement. The Company will publish its audited consolidated results for the year ended 31 December 2018 in late March 2019 in compliance with the Listing Rules.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Mobile Internet (China) Holdings Limited
Chen Hong Cai
Chairman and Executive Director

Jiangxi Province, the PRC, 1 March 2019

As at the date of this announcement, the Board comprises three Executive Directors, namely Mr. Chen Hong Cai (Chairman), Mr. Sun Shao Hua and Ms. Zheng Li Fang; and three Independent Non-executive Directors, namely Mr. Liu Da Jin, Mr. Ma Yiu Ho, Peter and Mr. Wu Ping.